

Retailers Happily Get 'Suddenly It's Spring' Fever

The month of January and early February are one of the peak market periods for our industry. Store executives and buyers from all over the country come to New York to see the new lines for Spring. The Fieldcrest Worth Street Showroom has been the center of bustling activity throughout this period. The photos shown on these pages will give you some idea of the busy pace that is a typical daily scene at our showroom.



Mrs. Vivian Zimmerman, buyer from Stix, Baer and Fuller, St. Louis, Missouri, is obviously fascinated with "Fascination", our new 'one look' ensemble being shown to her by Owen C. Due, Fieldcrest District Manager for St. Louis.



Reviewing the Spring blanket line in the Fieldcrest New York showroom are C. C. Welch of Belk's New York Buying Office, and Jane Corbin of Fieldcrest, who recently has been promoted to the showroom sales staff.



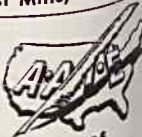
Enjoying a lighter moment as they admire a lightweight blanket are G. Curtis Lea, our Atlanta District Manager, and William O'Donohue, a buyer from Loveman, Joseph & Loeb, of Birmingham, Alabama.

THE MILL WHISTLE

Fieldcrest  *Karastan*

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